

Part A. PERSONAL INFORMATION

First name	Patrick		
Family name	Hartmann		
Open Researcher and Contributor ID (ORCID)	0000-0001-5922-3098		

Part B. CV SUMMARY

Patrick Hartmann is Professor (Catedrático de Universidad) of Marketing at the University of the Basque Country UPV/EHU. His research has a significant impact in the scientific literature (<https://scholar.google.com/citations?user=FDjrlFwAAAAJ&hl=en>). His research has appeared in journals such as Journal of Marketing, Journal of International Marketing, Journal of Business Research, Journal of Advertising, International Journal of Advertising, Environment and Planning A, Energy Policy, Computers in Human Behavior, Environment & Behavior, Journal of Environmental Psychology, The Service Industries Journal, Personality and Individual Differences, among others. His main research contributions are in environmentally and socially sustainable consumer behavior, brand management, marketing communication, energy marketing and social media. He has conducted pioneering research in environmental consumer behavior related to renewable energy, which has made a significant social impact with regard to the adoption of renewable energy. He has participated in more than 25 financed research projects being principal researcher in more than 10 of these. He is researcher of the consolidated Basque Government research group "Governance and Marketing for Sustainability". He was Principal Researcher of the consolidated UPV/EHU research group "Renewable Energy and Consumer Behavior". He is Research Member of the SSMART research group (Sustainability and Social Marketing Australasia/Asia Pacific Research and Training Unit), La Trobe University, Melbourne since 2011. He is research member of the Institute of Applied Business Economics and Management of the University of the Basque Country and founding member of the Spanish Academic and Professional Marketing Association (AEMARK) since 2005. He has participated in energy related marketing research of energy company Iberdrola and has conducted knowledge transfer projects for private entities including Enader and Tierrasolar Group. He has been on research stays at Alpen-Adria University Klagenfurt, Austria (3 months) and at La Trobe University, Melbourne, Australia (twice 7 months). He has participated in joint research projects with Ghent University, Belgium, Freiburg University, Germany, University of Quebec, Canada, East China Normal University, Shanghai, China and European University Viadrina, Frankfurt (Oder), Germany. He has received several Spanish national and international research awards, including the American Marketing Association and the Spanish Academic and Professional Marketing Association. He is member of the editorial board of the *Journal of Business Research* and the *International Journal of Advertising*. He is reviewer of a large number of high impact journals on consumer research, advertising, marketing, environment, health and nutrition, tourism management, and social media. He is member of the reviewer panel of the Agencia Nacional de Evaluación y Prospectiva, Proyectos de Investigación, since 2011 and of the European Science Foundation (ESF) since 2019. Since 2020 he is member of the ESF College of Expert Reviewers. He has supervised two international PhD thesis, one at UPV/EHU and one at La Trobe University, Melbourne. He has participated as examiner in international Ph.D. committees at La Trobe University, The University of Newcastle, Callaghan, Australia, Southern Cross University, Lismore, Australia, Alpen Adria Universität, Klagenfurt, Austria. He has been Vice-Dean of the Faculty of Economics and Business of the UPV/EHU (2007-2016).

Part C. RELEVANT MERITS

C.1. Selected recent publications

<https://scholar.google.com/citations?user=FDjrlFwAAAAJ&hl=en>

- Apaolaza, V., Hartmann, P., Paredes, M. R., Truillo, A., & D'Souza, C. (2021). What motivates consumers to buy fashion pet clothing? The role of attachment, pet anthropomorphism, and self-expansion, *Journal of Business Research*, available online 25 November 2021, IF (2020): 7.55 Q1.
- D'Souza, C., Apaolaza, V., Hartmann, P., Brouwer, A. R., & Nguyen, N. (2021). Consumer acceptance of irradiated food and information disclosure—A retail imperative. *Journal of Retailing and Consumer Services*, 63, 102699. IF: 7.135 (2020), 32/153 Q1 (Business).

- Fernández, P., Hartmann, P., & Apaolaza, V. (2021). What drives CSR communication effectiveness on social media? A process-based theoretical framework and research agenda. *International Journal of Advertising*, 1-29. IF: 4.620 (2020), 14/94 Q1 (Comm).
- Paredes, M. R., Apaolaza, V., Fernandez-Robin, C., Hartmann, P., & Yañez-Martinez, D. (2020). The impact of the COVID-19 pandemic on subjective mental well-being: The interplay of perceived threat, future anxiety and resilience. *Personality and Individual Differences*, 170, 110455. IF: 2.310 Q2 Psychology, Social
- Apaolaza, V., Paredes, M. R., Hartmann, P., & D'Souza, C. (2020). How does restaurant's symbolic design affect photo-posting on instagram? The moderating role of community commitment and coolness. *Journal of Hospitality Marketing & Management*, 1-17. IF: 4.489 Q1 Business, Q1 Management
- D'Souza, C., Apaolaza, V., Hartmann, P., & Gilmore, A. (2020). Fairtrade nexus between just-world beliefs and normative antecedents. *Marketing Intelligence & Planning*. Vol. 38 No. 7, pp. 991-1005. IF: 2.164 Q3 Business
- Hartmann, P., Fernández, P., Apaolaza, V., Eisend, M., & D'Souza, C. (2020). Explaining Viral CSR Message Propagation in Social Media: The Role of Normative Influences. *Journal of Business Ethics*, 1-21. IF: 4.141 Q1 Ethics
- Apaolaza, V., Hartmann, P., Fernández-Robin, C., & Yañez, D. (2020). Natural plants in hospitality servicescapes: the role of perceived aesthetic value. *International Journal of Contemporary Hospitality Management*. Vol. 32 No. 2, pp. 665-682. IF: 5.667 Q1 Management, Q1 Hospitality & Tourism
- Apaolaza, V., Hartmann, P., D'Souza, C., & Gilsanz, A. (2019). Mindfulness, Compulsive Mobile Social Media Use, and Derived Stress: The Mediating Roles of Self-Esteem and Social Anxiety. *Cyberpsychology, Behavior, and Social Networking*. IF: 2.347 Q2 Psychology, Social
- López, C., Hartmann, P., & Apaolaza, V. (2019). Gratifications on Social Networking Sites: The Role of Secondary School Students' Individual Differences in Loneliness. *Journal of Educational Computing Research*, 57(1), 58-82. IF: 2.180 Q2 Education & Educational Research
- Hartmann, P., Apaolaza, V., & D'Souza, C. (2018). The role of psychological empowerment in climate-protective consumer behaviour: An extension of the value-belief-norm framework. *European Journal of Marketing*, 52(1/2), 392-417, Q3 Business.
- Apaolaza, V., Hartmann, P., D'Souza, C., & López, C. M. (2018). Eat organic–Feel good? The relationship between organic food consumption, health concern and subjective wellbeing. *Food quality and preference*, 63, 51-62, Q1 Food Science and Technology.
- Hartmann, P., Eisend, M., Apaolaza, V., & D'Souza, C. (2017). Warm glow vs. altruistic values: How important is intrinsic emotional reward in proenvironmental behavior?. *Journal of Environmental Psychology*, 52, 43-55, Q1 Psychology, Multidisciplinary.
- Eisend, M., Hartmann, P., & Apaolaza, V. (2017). Who buys counterfeit luxury brands? A meta-analytic synthesis of consumers in developing and developed markets. *Journal of International Marketing*, 25(4), 89-111, Q1 Business.
- Apaolaza, V., Hartmann, P., Echebarria, C., & Barrutia, J. M. (2017). Organic label's halo effect on sensory and hedonic experience of wine: A pilot study. *Journal of sensory studies*, 32(1), e12243, Q2 Food Science & Technology.
- Hartmann, P., Apaolaza, V., & Eisend, M. (2016). Nature Imagery in Non-Green Advertising: The Effects of Emotion, Autobiographical Memory, and Consumer's Green Traits. *Journal of Advertising*, 45(4), 427-440, Q1 Communication.
- Barrutia, J. M., Echebarria, C., Paredes, M. R., Hartmann, P., & Apaolaza, V. (2015). From Rio to Rio+ 20: twenty years of participatory, long term oriented and monitored local planning?. *Journal of Cleaner Production*, 106, 594-607, Q1 Environmental Sciences.
- Hartmann, P., Apaolaza, V., D'Souza, C., Barrutia, J. M., & Echebarria, C. (2014). Environmental threat appeals in green advertising: The role of fear arousal and coping efficacy. *International Journal of Advertising*, 33(4), 741-765. Q1 Communication.
- Hartmann, P., Apaolaza, V., D'souza C., Echebarria, C., Barrutia, J.M. (2013): Nuclear power threats, public opposition and green electricity adoption: Effects of threat belief appraisal and fear arousal. *Energy Policy*, 62, 1366-1376, Q1 Environmental Studies.
- Hartmann, P., Apaolaza-Ibáñez, V. y Alija, P. (2013) Nature imagery in advertising: attention restoration and memory effects, *International Journal of Advertising*, Vol. 32, No. 2, pp. 183-210, Q1 Business.

- Hartmann, P., Apaolaza-Ibáñez, V. (2012) Consumer attitudes toward green energy brands: The roles of psychological benefits and environmental concern, *Journal of Business Research*, 65 (9), pp. 1254-1263. Q2 Business.
- Hartmann, P., Apaolaza-Ibáñez, V. (2010), Beyond Savannah: An Evolutionary and Environmental Psychology Approach to Behavioral Effects of Nature Scenery in Green Advertising, *Journal of Environmental Psychology*, 30 (1), 119-128, Q1 Psychology, Multidisciplinary.
- Hartmann, P., Apaolaza Ibáñez, V. (2009), Green advertising revisited: Conditioning virtual nature experiences, *International Journal of Advertising*, 28 (4), 715-739, Q1 Business.

C.2. Research projects

Año de la Convocatoria: 2021

Título del proyecto: Oportunidades en la transición hacia una economía baja en carbono que mitiga el cambio climático: Estimulando al consumo bajo en carbono a través de incentivos y nudges

Entidad financiadora: MINISTERIO DE CIENCIA E INNOVACIÓN (PID2021-123686OB-I00), PROYECTOS DE GENERACIÓN DE CONOCIMIENTO 2021

Entidad participante: UPV/EHU

Fecha inicio: 01/09/2022 Fecha Fin: 31/08/2025

Investigador responsable: IP1: Patrick Hartmann, IP2: José María Barrutia Legarreta

Importe de la Subvención: 104.665 € (costes indirectos incluidos)

Número de investigadores participantes: 7

Año de la Convocatoria: 2021

Título del proyecto: Gobernanza y Marketing para la Sostenibilidad.

Reconocimiento como Grupo de Investigación consolidado nivel A de la Comunidad Autónoma del País Vasco (Programa de Grupos Consolidados).

Entidad financiadora: Gobierno Vasco. Convocatoria 2021 de Ayudas para apoyar a los Grupos de Investigación del Sistema Universitario Vasco

del Departamento de Educación. Código Externo: IT1731-22; Código interno: GIC21/106

Entidad participante: UPV/EHU

Fecha inicio: 01/01/2022 Fecha Fin: 31/12/2025

Investigador responsable: JOSE MARIA BARRUTIA (IP1) y CARMEN ECHEBARRIA (IP2)

Importe de la Subvención: 80.600€

Número de investigadores participantes: 8

Ayudas nuevas y renovaciones para el Programa Predoctoral de Formación de Personal Investigador no doctor correspondientes a los cursos 2020-2021 (PRE_2020_1_0097), 2021-2022 (PRE_2021_2_0037) y 2022-2023 (PRE_2022_2_0159), DEPARTAMENTO DE EDUCACIÓN DEL GOBIERNO VASCO. Proyecto de tesis doctoral titulado: The limits of incentives and information in promoting sustainable consumption

Importe: 63.000€ en total (21.000€/año)

Beneficiario: Aitor Marcos Diaz

Proyecto de tesis doctoral bajo la dirección de Patrick Hartmann (director) y José María Barrutia Legarreta (codirector)

Fecha: Desde 20/01/2021 hasta 10/07/2023

Título del proyecto: Empresa Institutua: a collaborative project to improve research

Entidad financiadora: UPV/EHU

Ref.: COLAB20/05 (Proyectos Colaborativos)

Entidades participantes: Universidad del País Vasco UPV/EHU

Duración, desde: 01/01/2021 hasta: 31/12/2022

Cuantía de la subvención: 23.760,00 €

Investigadores responsables: IP: Aitziber Lertxundi, co IP: Covadonga Aldamiz-echevarría

Plan Nacional de I+D 2016. MINECO. Title: Innovacion publica colaborativa y transformativa: impulsores y consecuencias. Ref.: ECO2016-76348-r. PR1 (Principal Researcher): Jose Maria Barrutia. PR2: Carmen Echebarria. 3 years (2016-2019). 20.000€.. Participation: Researcher

Programa de Grupos de Investigación Consolidados del Gobierno Vasco. 2018. Title: Gobernanza y Marketing para la Sostenibilidad. Ref: GIC 2012/57, IT1354-19. Financing entity: Gobierno

Vasco, Departamento de Educación, Universidades e Investigación. PR: Jose Maria Barrutia. Universidad País Vasco. 01/01/2019-31/12/2021. 76.000€. Participation: Researcher.

PES16/17 “Intangibles, innovación conocimiento, responsabilidad social y comunicación empresarial”, INCORESCO Financing entity: Universidad del País Vasco (UPV/EHU), PR Arturo Rodríguez Castellanos (Universidad del País Vasco UPV/EHU). 20-05-16 to 20-05-20, 32.200,29 €. Participation: Researcher.

Grupo de Investigación Consolidado Gobernanza y marketing para la sostenibilidad. Recognition as research group level A by the Basque Government (Programa de Grupos Consolidados). IT- 952-16. PGG17/26. Financing entity: Convocatoria de Ayudas para apoyar las Actividades de los Grupos de Investigación del Sistema Universitario Vasco del Departamento de Educación. 04-04-17 to 03-04-19. 11.900 € (PPG17/26). Principal Researcher: Carmen Echebarria Miguel (Universidad del País Vasco UPV/EHU). Participation: Researcher.

Programa de Creación de las UFI: Unidades de Formación e Investigación. 2011. Title: Unidad de Formación e Investigación en Dirección Empresarial y Gobernanza Territorial y Social. Código: UFI2011/51. Financing entity: Universidad del País Vasco (Feder). PR: Jose Maria Barrutia. 01/11/2011-30/06/2016; 106.666,03€. Participation: Researcher

Proyecto de Investigación Genérica SAIOTEK SAI13/167. Modelización de la disposición de pago del consumidor residencial en función de sus antecedentes motivacionales, PR Patrick Hartmann, Gobierno Vasco, Departamento de Industria, Comercio y Turismo, 01/2013-07/2014. 2.529,19 €, Participation: Principal Researcher.

Grupos de Investigación Consolidados del Gobierno Vasco GIC 12/57, IT-601-13. Gobernanza y marketing para la sostenibilidad., PR Carmen Echebarria, Gobierno Vasco, Departamento de Educación, Universidades e Investigación, 01/2013-12/2015. 35.100 €. Participation: Researcher

Grupos de Investigación Universitarios UPV/EHU GIU2011/17. Energía renovable y comportamiento del consumidor, PR: Patrick Hartmann, 11/2011-11/2014. 36.000 €. Participation: Principal Researcher

Proyecto de Investigación Genérica SAIOTEK S-PE10UN01. Consumo energético sostenible: Estrategias de implantación de energías renovables a través de un enfoque de psicología medioambiental y comportamiento del consumidor, PR: Patrick Hartmann, Financing entity: Gobierno Vasco, Departamento de Industria, Comercio y Turismo, 12/2010-12/2011. 12.906,34 €. Participation: Principal Researcher.

National Natural Science Foundation of China NSFC2010. National Identity, Country Brand Equity and the Attitude. Evaluation of Made in China: The Impact Mechanism of the Mega Event. PR Jiaxun HE, NSFC, 12/2010-12/2013. 32.370 €. Participation: Researcher.

Proyecto de la Cátedra UNESCO de la UPV/EHU UNESCO 2009/10. Conocimiento y comportamiento medioambiental en la Universidad del País Vasco y en la población general: Un análisis comparativo con otros países, PR: Azucena Vicente, UPV/EHU, 01/2009-12/2010. 17.400 €. Participation: Researcher.

Proyecto de investigación de la UPV/EHU UPV2007/04. Cambio climático y comportamiento del consumidor: Estrategias de marcas para la promoción de energías renovables y eficiencia energética, PR: Patrick Hartmann, UPV/EHU, 12/2007-11/2009. 10.650 €. Participation: Principal Researcher.

C.3. Academic awards

Best student paper award, congreso Icoria 2022 (Praga), (dotado en 500€): European Advertising Academy, paper: “The effect of social cynicism on consumer trust in sustainable fashion clothing brands: The role of perceived greenwashing and conspicuous consumption motives”, autores: Manoela Costa Policarpo, Vanessa Apaolaza, Patrick Hartmann, Mario R. Paredes, Clare D'souza, Aitor Marcos.

S. Tamer Cavusgil Award 2017, American Marketing Association (AMA), “most significant contribution to the advancement and practice of international marketing management”, M Eisend, P Hartmann, V Apaolaza (2017) “Who buys counterfeit luxury brands? A meta-analytic synthesis of consumers in developing and developed markets” Journal of International Marketing.

Best Marketing research paper award 2017, Asociación Española de Marketing Académico y Profesional (AEMARK), M Eisend, P Hartmann, V Apaolaza (2017) “Who buys counterfeit luxury brands? A meta-analytic synthesis of consumers in developing and developed markets” Journal of International Marketing.

Best Paper Award 2014, International Journal of Advertising: Hartmann, P., Apaolaza, V., D'Souza, C., Barrutia, J. M., & Echebarria, C. (2014). Environmental threat appeals in green advertising: The role of fear arousal and coping efficacy. *International Journal of Advertising*, 33(4), 741-765

Outstanding Reviewer Award 2013: *Journal of Environmental Psychology*

Premio Foro de Marcas Renombradas – Premio Accésit (600 €), Apaolaza Ibáñez, Vanessa; HE Jiaxun; Hartmann, P. (2011), Guapos, ricos y famosos: la influencia de las “celebrities” y su nacionalidad en la actitud hacia las marcas en el mercado chino, XXIII Congreso Nacional de Marketing, Castellón, España, 2011; Foro de las Marcas Renombradas Españolas, Madrid.

Premio Foro de Marcas Renombradas – Premio al mejor trabajo en investigación de marca (3.000 €); Apaolaza Ibáñez, Vanessa, Hartmann, Patrick y Zander, M. (2009), Memoria, emociones y rock & roll: La influencia de la música como estímulo emocional en la percepción de la marca y el endorser, XXI Encuentro de Profesores Universitarios de Marketing EMARK 2009, Bilbao. Foro de las Marcas Renombradas Españolas, Madrid.

Premio Foro de Marcas Renombradas – Premio Accésit (600 €); Apaolaza Ibáñez, V.; Vyncke, P. y Hartmann, P. (2008), Instinto y Marca: Contribución de la psicología evolucionista a la efectividad de la comunicación de la marca, XX Encuentro de Profesores Universitarios de Marketing EMARK 2008, Gran Canaria. Foro de las Marcas Renombradas Españolas, Madrid.

Premio Foro de Marcas Renombradas – Premio al mejor trabajo en investigación de marca (3.000 €); Apaolaza Ibáñez, Vanessa, Hartmann, Patrick (2007), La Satisfacción de las Consumidoras con las Marcas Cosméticas: El Impacto de las Dimensiones Utilitaria y Emocional de la Marca., XIX Encuentro de Profesores Universitarios de Marketing EMARK 2007, Vigo. Foro de las Marcas Renombradas Españolas, Madrid.

Highly Commended Award 2007; Hartmann, Patrick y Apaolaza Ibáñez, Vanessa (2006), Green value added, *Marketing Intelligence & Planning*, Vol. 24 (7), pp. 673-680. Institución: Emerald Literati Network Awards for Excellence 2007 / Emerald Group Publishing, Bradford, Reino Unido.

Outstanding Paper Award Emerald Literati Network; Hartmann, Patrick, Apaolaza Ibáñez, Vanessa y Forcada Sainz, Javier (2005), Green branding effects on attitude: functional versus emotional positioning strategies, *Marketing Intelligence & Planning*, Vol. 23 (1), pp. 9-29. Institución: Emerald Literati Network Awards for Excellence 2006.